

1 storing a timing signal and viewer interest identification data specifying a
2 plurality of different viewer interests;

3 controlling said computer a first time based on a comparison of said timing
4 signal or said viewer interest identification data to other data, said first step of
5 controlling comprising:

6 (1) inputting into said computer further data designating a
7 viewer interest or a time;

8 (2) selecting a plurality of signals, each selected signal including
9 data, mass medium program information content, or
10 a control signal respecting a different viewer interest;
11 and

12 (3) storing each selected signal at a storage location;

13 controlling said computer a second time based on said comparison, said second
14 step of controlling comprising:

15 (1) selecting one or more computer programming instructions;

16 (2) generating mass medium program information content in
17 respect to a viewer interest; and

18 (3) preparing to communicate generated mass medium
19 program information content upon instruction;

20 controlling said computer a third time based on said timing signal or said
21 comparison, said third step of controlling comprising:

22 (1) selecting some mass medium program information content:

23 (2) selecting a location;

1 (3) communicating said selected mass medium program
2 information content to said selected location; and
3 presenting to a subscriber at a controlled time a mass medium program with
4 locally generated mass medium program information content, with said mass medium
5 program and said locally information content being outputted to said subscriber either
6 as a combined or sequential presentation at an output device or as parallel
7 presentations at a plurality of output devices.

8 7. A method of generating and delivering an individualized mass medium
9 program presentation at a receiver station, said receiver station having a receiver for
10 receiving a mass medium program signal, a computer for generating and
11 communicating information, and one or more output devices operatively connected to
12 said receiver and said computer for delivering to a viewer a mass medium program and
13 computer information, with said computer comprising one or more data storage
14 locations, said method comprising the steps of:

15 storing a timing signal and a plurality of identification signals specifying
16 different viewer interests;

17 controlling said computer a plurality of times, each time based on a comparison
18 of said timing signal or identification signals to other data, said first step of controlling
19 comprising each time:

20 (1) inputting further data designating a viewer interest or a
21 time;

1 (2) selecting a signal, each selected signal including data
2 information content, or a control signal respecting a
3 mass medium program; and

4 (3) storing each selected signal at a storage location;
5 some of said selected stored signals designating different viewer interests;
6 controlling said computer one of more times based on a comparison of said
7 timing signal or identification signals to other data, said second step of controlling
8 comprising:

9 (1) selecting one or more computer programming instructions;

10 (2) generating mass medium program information content in
11 respect to a viewer interest; and

12 (3) preparing to communicate generated mass medium
13 program information content upon instruction;

14 controlling said computer one or more times based on a timing signal or a
15 comparison of said timing signal or identification signals to other data; said third step
16 of controlling comprising:

17 (1) selecting some mass medium program information content:

18 (2) selecting a location;

19 (3) communicating said selected mass medium program

20 information content to said selected location; and

21 presenting to a subscriber at a controlled time a mass medium program with
22 locally generated mass medium program information content, with said mass medium
23 program and said locally information content being outputted to said subscriber either

1 as a combined or sequential presentation at an output device or as parallel
2 presentations at a plurality of output devices.

3 8. A method of generating and delivering an individualized mass medium
4 program presentation at a receiver station, said receiver station having a receiver for
5 receiving a mass medium program signal, a computer for generating and
6 communicating information, and one or more output devices operatively connected to
7 said receiver and said computer for delivering to a viewer a mass medium program and
8 computer information, with said computer comprising one or more data storage
9 locations, said method comprising the steps of:

10 storing a timing signal and identification data, each identification datum
11 specifying a different viewer interest;

12 controlling said computer a first time based on a comparison of said timing
13 signal or identification data to other data, said first step of controlling comprising:

14 (1) inputting to said computer data designating a viewer
15 interest or a time;

16 (2) selecting a first signal, each selected first signal including
17 data, information content, or a control signal
18 respecting a mass medium program presentation; and

19 (3) storing each selected first signal at a storage location;

20 controlling said computer a second time based on said comparison, said second
21 step of controlling comprising:

22 (1) inputting data designating a viewer interest or a time;

1 (2) selecting a second signal, each selected second signal
2 including information content or a control signal
3 respecting a mass medium program presentation; and
4 (3) communicating each selected second signal to a processor
5 and a storage location;
6 controlling said computer a third time based on said comparison, said third step
7 of controlling comprising:
8 (1) inputting data designating a viewer interest or a time;
9 (2) selecting a third signal, each selected third signal including
10 mass medium program information content and a
11 control signal; and
12 (3) communicating each selected third signal to a processor and
13 an output device;
14 presenting to a subscriber a mass medium program with local mass medium
15 program information content, with said mass medium program and said local
16 information content being outputted to said subscriber either as a combined or
17 sequential presentation at an output device or as parallel presentations at a plurality of
18 output devices.

19 9. A method of generating and delivering an individualized mass medium
20 program presentation at a receiver station, said receiver station having a receiver for
21 receiving a mass medium program signal, a computer for generating and
22 communicating information, and one or more output devices operatively connected to
23 said receiver and said computer for delivering to a viewer a mass medium program and

1 computer information, with said computer comprising one or more data storage
2 locations, said method comprising the steps of:
3 storing a timing signal and signal identification data designating a specific signal
4 type;
5 controlling said computer a first time based on a comparison of said timing
6 signal or said signal identification data to other data, said first step of controlling
7 comprising:
8 (1) selecting a first signal, each selected first signal including
9 data, information content, or a control signal
10 respecting a mass medium program presentation; and
11 (2) storing each selected first signal at a storage location;
12 controlling said computer a second time based on said comparison, said second
13 step of controlling comprising:
14 (1) selecting a second signal, each selected second signal
15 including information content or a control signal
16 respecting a mass medium program presentation; and
17 (2) communicating each selected second signal to a processor or
18 an output device;
19 controlling said computer a third time based on said comparison; said third step
20 of controlling comprising:
21 (1) identifying a third signal, each identified third signal being a
22 control signal designating a signal type; and

1 (2) communicating each identified third signal to a processor
2 and an output device;

3 controlling said computer a fourth time based on said comparison; said fourth
4 step of controlling comprising:

5 (1) selecting a first signal or a timing signal; and

6 (2) generating or communicating some mass medium program
7 information content in response to a control signal;
8 and

9 presenting to a subscriber a mass medium program with local mass medium
10 program information content, with said mass medium program and said local
11 information content being outputted to said subscriber either as a combined or
12 sequential presentation at an output device or as parallel presentations at a plurality of
13 output devices.

14 10. A method of generating and delivering an individualized mass medium
15 program presentation at a receiver station, said receiver station having a receiver for
16 receiving a mass medium program signal, a computer for generating and
17 communicating information, and one or more output devices operatively connected to
18 said receiver and said computer for delivering to a viewer a mass medium program and
19 computer information, with said computer comprising one or more data storage
20 locations, said method comprising the steps of:

21 storing a timing signal and a plurality of a first data, each first datum designating
22 a different type of signal;

1 controlling said computer one or more times based on a comparison, said first
2 step of controlling comprising:

- 3 (1) selecting a first signal, each selected first signal including
4 data, information content, or a control signal
5 respecting a mass medium program presentation; and
6 (2) storing each selected first signal at a storage location;

7 controlling said computer one of more times based on a comparison, said second
8 step of controlling comprising:

- 9 (1) selecting a second signal, each selected second signal
10 including information content or a control signal
11 respecting a mass medium program presentation; and
12 (2) communicating each selected second signal to a processor or
13 an output device;

14 controlling said computer one or more times based on a comparison, said third
15 step of controlling comprising:

- 16 (1) identifying a third signal, each identified third signal being a
17 control signal designating a signal type; and
18 (2) communicating each identified third signal to a processor or
19 an output device;

20 controlling said computer one or more times based on a comparison; said fourth
21 step of controlling comprising:

- 22 (1) selecting a first signal or a timing signal; and

1 (2) generating or communicating some mass medium program
2 information content in response to a control signal;
3 and
4 presenting to a subscriber a mass medium program with local mass medium
5 program information content, with said mass medium program and said local
6 information content being outputted to said subscriber either as a combined or
7 sequential presentation at an output device or as parallel presentations at a plurality of
8 output devices.

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9 11. A method of providing data of interest to a receiver station from a remote
10 data source, said data of interest for use at the receiver station in generating or
11 outputting a receiver specific datum, said method comprising the steps of:
12 storing data at said remote data source;
13 receiving at said remote data source a query from said receiver station;
14 transmitting said data from said remote data source to said receiver station in
15 response to said step of receiving said query, said receiver station selecting and storing
16 some of said transmitted data;
17 transmitting from a second remote source to said receiver station a signal which
18 controls said receiver station to select and process an instruct signal which is effective at
19 said receiver station to coordinate presentation of said data with a second
20 predetermined presentation sequence.

1 12. A method of communicating subscriber station information from a
2 subscriber station to one or more remote data collection stations, said method
3 comprising the steps of:
4 (1) inputting a viewer's or participant's reaction at a subscriber station;
5 (2) receiving at said subscriber station information that designates an instruct
6 signal to process or an output to deliver in consequence of subscriber input;
7 (3) determining the presence of said subscriber input at said subscriber
8 station by processing said viewer's or participant's reaction;
9 (4) processing an instruct signal which is effective to coordinate presentation
10 of data with a second predetermined presentation sequence at said subscriber station in
11 consequence of said step of determining; and
12 (5) transferring from said subscriber station to one or more remote data
13 collection stations an indicia confirming delivery of said instruct signal from said step of
14 processing or confirming delivery of said effect from said step of processing.

15 13. The method of claim 12, wherein said instruct signal is input by a
16 subscriber, said method further comprising the steps of:
17 storing a subscriber instruction to receive one or more specific mass medium
18 programs, data, news items, or computer control instructions; and
19 receiving one or more specific mass medium programs, data, news items, or
20 computer control instructions in accordance with said instruction.

21 14. The method of claim 12, wherein said instruct signal is input by a
22 subscriber, said method further comprising the steps of:

1 storing a subscriber instruction to process or present one or more mass medium
2 programs, data, news items, or computer control instructions in a specific fashion; and
3 processing or presenting one or more specific mass medium programs, data,
4 news items, or computer control instructions in accordance with said instruction.

5 15. The method of claim 12, wherein said information that designates a
6 specific subscriber input or said instruct signal is detected in an information
7 transmission from a data or programming source, said method further comprising the
8 steps of:

9 programming a processor to respond to information communicated from a data
10 or programming source;

11 receiving an information transmission from a data or programming source;

12 inputting at least some of said information transmission to a control signal
13 detector;

14 detecting data or an instruct signal in said information transmission; and

15 passing said detected data or instruct signal to said processor.

16 16. A method of controlling a remote intermediate data transmitter station to
17 communicate data to one or more receiver stations, with said remote transmitter station
18 including a broadcast or cablecast transmitter for transmitting data, a plurality of
19 selective transmission devices each operatively connected to said broadcast or cablecast
20 transmitter for communicating data, a data receiver, a control signal detector, and a
21 controller or computer capable of controlling one or more of said selective transmission
22 devices, and with said remote transmitter station adapted to detect one or more control

1 signals, to control the communication of data in response to one or more detected
2 control signals, and to deliver data at its broadcast or cablecast transmitter, said method
3 of communicating comprising the steps of:

4 (1) receiving data to be transmitted by the remote intermediate data
5 transmitter station and delivering said data to a transmitter, said data comprising an
6 instruct signal which is effective at the receiver station to coordinate presentation of
7 said data with a second predetermined presentation sequence;

8 (2) receiving one or more control signals which at the remote intermediate
9 data transmitter station operate to control the communication of said data; and

10 (3) transmitting said one or more control signals to said transmitter before a
11 specific time.

12 17. The method of claim 16, wherein said specific time is a scheduled time of
13 transmitting said data at said remote intermediate data transmitter station or said one
14 or more control signals are effective at the remote intermediate data transmitter station
15 to control one or more of said plurality of selective transmission devices at different
16 times.

17 18. The method of claim 16, further comprising the step of embedding a
18 specific one of said one or more control signals in said data before transmitting said
19 data to said remote transmitter station.

20 19. A method of controlling a receiver station including the steps of:
21 detecting the presence or absence of a broadcast or cablecast control signal;

1 inputting an instruct-to-react signal to a processor based on said step of detecting
2 the presence or absence of a control signal;
3 controlling said processor to output specific information in response to said step
4 of inputting an instruct-to-react signal; and
5 coordinating presentation of data with a second predetermined presentation
6 sequence on the basis of information received from said processor based on said step of
7 controlling a processor.

8 20. The method of claim 19, wherein a buffer is operatively connected to said
9 processor for buffering input, said method further comprising the step of:
10 inputting said instruct-to-react signal directly to said processor.

11 21. The method of claim 19, wherein said processor processes a datum
12 designating a television channel or a television program, said method further having
13 one step of the group consisting of:

14 controlling a tuner to tune a receiver to receive the television channel or
15 television program designated by said processed datum;

16 controlling a selective transmission device to input to a control signal detector at
17 least some portion of the television channel or television program designated by said
18 processed datum;

19 controlling a control signal detector to search for one or more control signals in
20 the television channel or television program designated by said processed datum;

1 controlling a selective transmission to input to a computer control signals
2 detected in the television channel or television program designated by said processed
3 datum;
4 controlling a computer to respond to control signals detected in the television
5 channel or television program designated by said processed datum;
6 controlling a television monitor to display video or audio contained in the
7 television channel or television program designated by said processed datum;
8 controlling a video recorder to record or play video or audio contained in the
9 television channel or television program designated by said processed datum; and
10 controlling a selective transmission device to communicate to a video recorder or
11 a television monitor the television channel or television program designated by said
12 processed datum.

13 22. The method of claim 19, wherein said processor processes a datum
14 designating one or more specific channels of a multichannel cable or broadcast signal,
15 said method further having one step of the group consisting of:
16 controlling a tuner to tune a converter to receive the one or more specific
17 channels designated by said processed datum;
18 controlling a selective transmission device to input to a control signal detector at
19 least some portion of the one or more specific channels designated by said processed
20 datum;
21 controlling a control signal detector to search for one or more control signals in
22 the one or more specific channels designated by said processed datum;

1 controlling a selective transmission to input to a computer control signals
2 detected in the one or more specific channels designated by said processed datum;
3 controlling a computer to respond to control signals detected in the one or more
4 specific channels designated by said processed datum;
5 controlling a television monitor to display video or audio contained in the one or
6 more specific channels designated by said processed datum;
7 controlling a video recorder to record or play video or audio contained in the one
8 or more specific channels designated by said processed datum; and
9 controlling a selective transmission device to communicate to a storage device or
10 an output device the one or more specific channels designated by said processed datum.

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11 23. A method of controlling a receiver station, said receiver station having a
12 processor for passing and executing instructions and a clock operatively connected to
13 said processor for inputting a timing signal, said method comprising the steps of:

14 receiving a broadcast or cablecast transmission;

15 demodulating said broadcast or cablecast transmission to detect an information
16 transmission thereon, said information transmission comprising an instruct signal
17 which is effective to coordinate presentation of said data with a second predetermined
18 presentation sequence;

19 detecting said instruct signal on said information transmission and passing said
20 instruct signal to said processor;

21 delaying, under processor control, the passing of said instruct signal to a
22 controllable apparatus;

1 passing said instruct signal to said controllable apparatus on the basis of a timing
2 signal; and

3 controlling said controllable apparatus based on said instruct signal.

4 24. The method of claim 23, further comprising the steps of:

5 detecting a timing signal in said information transmission;

6 passing said timing signal to said clock; and

7 timing, under control of said clock, the passing of said instruct signal based on
8 said timing signal.

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com 4 9 25. A method of communicating data and update material to one or more
10 mass medium programming receiver stations each of which includes a broadcast or
11 cablecast data receiver, a data storage device, a control signal detector, a computer
12 capable of processing data, and with each said receiver station adapted to detect and
13 respond to one or more instruct signals and to store data for subsequent processing,
14 said method of communicating comprising the steps of:

15 (1) receiving data to be transmitted and delivering the data to a transmitter;

16 (2) receiving one or more instruct signals which at the receiver station are
17 effective to coordinate presentation of said data with a second predetermined
18 presentation sequence;

19 (3) transferring said one or more instruct signals to a transmitter; and

20 (4) transmitting an information transmission comprising said data and said
21 one or more instruct signals.